



**SGT**  
**ONLINE**  
Entitled by UGC

NAAC  
**A+**  
GRADE  
ACCREDITED UNIVERSITY



**UGC ENTITLED**  
**DEGREE PROGRAMS**

ADMISSIONS OPEN

# PROGRAM BROCHURE



# BBA

BACHELOR OF BUSINESS  
ADMINISTRATION

sgtonline.in | 92666-09003 |



# WHAT MAKES US DIFFERENT (USPs)

## ACADEMIC EXCELLENCE



**UGC-Entitled Programs:** Degrees entitled by UGC.



**NAAC A+ Accredited University:** Among India's top-rated Institutions.



**NEP 2020 Compliant:** Flexible, holistic, outcome-based education with multidisciplinary learning pathways.

## INDUSTRY INTEGRATION



**Future-Ready Business Specialisations:** Business Analytics, Digital Marketing, Hospital Admin, Healthcare Mgmt.



**Next-Gen Technology Specialisations:** AI & ML, Blockchain—for new-age IT jobs.



**AI-Enabled, Learner-Centric Courses:** Hands-on AI tool exposure. Smart Learning Mgmt System.

## PROGRAM INNOVATION



**Industry-Aligned Curriculum:** Co-built with experts; real cases, current tools.



**Personalised Mentorship:** Mentor for skill-development & career guidance.



**100% Placement Assistance:** Support for resume & LinkedIn optimization, career workshops, mock interviews, placement drives.

## AFFORDABILITY



**India's Most Value-Driven Online Programs:** Premium quality education at fair fees so you can study without financial strain.



**Flexible EMI Plans & Scholarships:** Semester-wise payments, EMIs, and scholarships.

**Duration : 3 Years**  
**Total Credits = 128**

# BBA

COURSE STRUCTURE

**Total Marks Per Course = 100**

30 Marks Formative + 70 Marks Summative

India & SAARC Countries' Students - Fee in INR					Special Early Bird Offer @ 20% Scholarship	
Program	Total Sem	Reg Fee One time	Course Fee Sem-wise	Program Fees	Course Fee Sem-wise	Program Fees
BBA	6	1000	23,000	1,39,000	19,000	1,15,000

International Students - Fee in US Dollar					Special Early Bird Offer @ 20% Scholarship	
Program	Total Sem	Reg Fee One time	Course Fee Sem-wise	Program Fees	Course Fee Sem-wise	Program Fees
BBA	6	20	350	2,120	290	1,760

## SEM I

Management Concepts & Organizational Behaviour

Financial Accounting

Artificial Intelligence For Everyone

Business Environment

Foundational Course: Communicative English

Design Thinking & Innovation

Environmental Science

## SEM II

Human Resource Management

Principles of Marketing

Business Statistics

Business Laws

Advanced Course: Communicative English

Basics of Entrepreneurship Skills  
Environmental

Human Values & Ethics

## SEM III

Business Economics

Cost and Management Accounting

Business Research Methods

Company Laws

Creative English: Exploring Stories, Poems, Personal Narratives

Digital & Social Media Marketing

Internship - I

## SEM IV

Financial Management

International Business

Specialization- Course I

Data Analysis Using Excel

Campus to Corporate: Professional Communication and Workplace Skills

Corporate Governance and CSR

## SEM V

Entrepreneurship Development

Operations Management

Specialization-Course II

Specialization-Course III

Business Analytics

Internship - II

## SEM VI

Strategic Management

Supply Chain Management

Specialization-Course IV

Specialization-Course V

Data Visualization

## TOTAL SPECIALIZATIONS ON OFFER: 03

### MARKETING

Consumer Behavior

Integrated Marketing Communication

Sales & Distribution Management

Brand Management

Marketing Analytics

### FINANCE

Banking, Financial Services & Insurance

Financial Market & Services

Security Analysis & Portfolio Mgmt.

Fintech: Foundations & Applications of Financial Technology

Financial Analytics

### HUMAN RESOURCE

Training & Development

Employee Wellness & Mental Health Management

Compensation Management

Strategic Human Resource Mgmt.

HR Analytics



# SGT SUCCESS STORIES - PLACEMENT



**Kapil Chauhan**  
HR Executive  
Amazon



**Isha Sharma**  
Finance Executive  
Flipkart



**Charandeep S**  
Executive  
KPMG



**Lavish Mudgal**  
Financial Analyst  
Wipro



**Himani .B**  
HR Coordinator  
Google



**Roohi .M**  
Consultant  
EY



**Muskan Bhardwaj**  
Associate  
Genpact



**Ankan Chatterjee**  
Associate  
Zomato



**Ashish B**  
Consultant  
IBM



**Divya Chhikara**  
AI Analyst  
Accenture



**Manad Sethi**  
Process Engineer  
Cognizant



**Sipul B.**  
Assistant Consultant  
TCS



- Dedicated Placement Cell for career support.
- 275+ Recruiters across leading industries.
- 100% Placement Assistance with job leads & interview preparation.
- Career Workshops to enhance resume, LinkedIn, communication & Soft skills training.
- Highest Package: INR 36 LPA.
- 10,000+ Alumni Network across India & abroad.
- 50+ Startups funded & supported through mentorship and incubation guidance.



## SMART LMS EXPERIENCE

- 24x7 Learning Resources & Recorded Lectures, Podcasts.
- Mobile App Access.
- Interactive Live Classes on Weekends.
- Discussion Forums - For peer and faculty interaction.
- Progress Dashboard - Track learning and performance.
- Online Exams - Secure exams from home.
- Student Support - For quick assistance.

- Real Projects & Case Studies
- Industry Expert Seminars
- Practical Demonstration
- Latest Tools & Technologies
- Skill-Development Workshops

## INDUSTRY ALIGNED LEARNING

